

WEBSITE DESIGN AND MARKETING FOR ECONOMIC DEVELOPMENT DEPARTMENT

CITY OF SANTA CRUZ

**Nick Salas
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Fed Emp ID # 27-0704877

December 12, 2014

Dear Santa Cruz Economic Development Department,

Nickspages.com, Inc. has received and reviewed the current request for proposal seeking dynamic web design services that combine both an aesthetically appealing, contemporary architecture with functionality, in order to provide the best possible delivery and design solution. Focus for the City of Santa Cruz's Economic Development Department website will be to promote a compelling, positive user experience for citizens, communities, and businesses alike. The new site will showcase through creatively rich implemented multimedia imagery, social media and online interactions why Santa Cruz is a great place to build and do business. The approach will utilize Drupal as a content management system and will support an easy to use navigational framework that will encourage engagement by all members of the community. Marketing strategies will also be developed and integrated through social media platforms to connect and promote interaction for the various industries and communities Santa Cruz is home to. NP acknowledges the terms set forth in ESC-0271-15 and is fully capable of meeting all requirements and specifications with quality assurance. We can fully advise and develop the necessary strategic considerations to meet all of your needs and facilitate long-term support.

Sincerely,
Nick Salas

President
Nickspages.com, Inc.

Scope of Services: Nickspages.com, Inc. (hereinafter referred to as "NP"), has received and reviewed the current RFP for a dynamic web design service and development that is both contemporary and compelling, blending the best of aesthetic style with functionality. Focus for the City of Santa Cruz's Economic Development Department, will be to promote user experience for citizens and businesses alike, through creatively implemented multimedia imagery, social media, and online interactions. The approach will utilize Drupal as a content management platform, and the project will focus adhering to all listed specifications regarding functionality, design, content, search capabilities, analytics, sharability, blog / testimonial, and marketing requirements. NP acknowledges the terms set forth in the RFP and is fully capable of meeting all requirements and specifications with quality assurance. We can fully advise and develop the necessary strategic considerations to meet all of your companies needs and facilitate long-term support. All phases will be live within stated terms of the contractual agreement and a strategy for additional enhancements, changes and fixes will be implemented.

Meeting Schedule: Meetings available on a flexible as needed basis in person and via skype / conference call etc.

Deliverables: NP can meet all deliverables requirements.

Marketing and Social Media Plan: Target audiences and industry clusters will be identified and various platforms such as Facebook, Twitter, Youtube, Instagram, LinkedIn etc will be developed in order to promote social interactions and generate feedback. The focus of unique branding will be to reflect the sense of dynamic community where businesses and citizens convene to engage in a plethora of communications, activities and industries. Consistency combining contemporary design and flow reflecting the main website will be a priority in seamlessly integrating the theme. Testimonial videos featuring success stories of local businesses as well as fun, fresh, modern photographs of Santa Cruz's citizens, activities, architecture, and landscape will enhance the marketing and branding strategy and showcase that Santa Cruz is a hotspot for economic, social and cultural development.

Scope of Services Timeline

Phase I Web Design

- 1.1 Consultation with City of Santa Cruz and/or project team to discuss project details.
- 1.2 Consultant will utilize a cloud based project management tool to manage scope, time-lines and costs.
- 1.3 Consultant shall devise site themes; including color schemes, graphic elements, and navigational tools to maintain consistency and unity in look and feel throughout website(s).
- 1.4 Consultant shall obtain necessary photographic and testimonial material as stated in RFP.
- 1.5 Consultant shall obtain design/template approval.
- 1.6 Consultant will assist in addressing any URL changes or naming conventions.
- 1.7 Consultant will immediately begin updating and migrating necessary information.
- 1.8 Consultant will integrate all noted requirements and additional features / functions.
- 1.9 Consultant will comply with all ADA / additional requirements.

Phase II CMS

- 2.1 Consultant shall provide a comprehensive CMS solution.
- 2.2 Consultant shall utilize Drupal and WordPress CMS solutions to meet all adaptability, efficiency, editing and management product requirements.
- 2.3 Consultant shall incorporate all necessary information within the CMS and build site.
- 2.4 Consultant shall incorporate all functions and features desired by client including; Calendar Functionality, Navigation, Analytics, Embedded Media, Shareability and all / any other requirements.
- 2.5 Consultant shall make site responsive to all media platforms and devices.
- 2.6 Consultant shall perform search engine optimization and prepare for fully searchable content.

Phase III Social Media Applications

- 3.1 Consultant will identify target marketing groups and appropriate hosts for social media applications. Facebook, Twitter, Instagram etc.
- 3.2 Consultant will establish social media sites.
- 3.3. Consultant will adhere to consistency and creativity of all branding requirements.
- 3.4 Consultant will link social media outlets for the benefit of cross-functional content and information.
- 3.5 Consultant will obtain and integrate testimonial content.
- 3.6 Consultant will create a blog - Corporate voice category and key SCED staff.
- 3.7 Consultant will develop and plan for a 12 month editorial calendar.

Phase IV Ongoing Maintenance and Update Plan

4.1 Consultant shall develop plan for ongoing maintenance and technical support.

4.2 Consultant shall develop plan for emergency recovery services.

4.3 Consultant will refresh the design elements, update the technology and engineering of site, perform search engine optimization, content management and additional elements associate with website on an as need basis.

4.4 Consultant will maintain open availability and technical support in order to immediately address any technical concerns.

4.5 Consultant will balance and prioritize city requests for technical support before consultants other customers.



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Nickspages.com, Inc. is a responsive template manufacturer specializing in Drupal, WordPress and now Joomla. We have the resources, vision, and experience to design and implement any responsive solution for any organization with integrity and style. We offer an effective solution to developing sites that are both attractive and functional, in order to achieve your desired products. Our company holds extensive coding experience working with HTML5, CSS3, PHP, jQuery, Drupal & WordPress content management systems, and the implementation of audio/visual materials including webinars (<https://themecourt.com/how-to>). Nick Salas of Nickspages.com, Inc. has over 12 years of experience designing and developing various web content across multiple platforms. Nickspages.com, has been current on sunbiz.org for 5 years now as an S-Corp and has devised over 50 creative and professional web services for both the private and commercial industries. Nick has experience working across multiple jurisdictions and with a variety of clientele including, doctors, lawyers, commercial and residential realtors as well as in association with the Georgia Emergency Management Agency (GEMA) for MBF Industries, Inc. NP is a leader in the Palm Beach, Florida area for web design services and has demonstrated competence and success in adhering to all scheduling, deadline, and budget requirements of past projects, rigorous quality control to provide the best possible web products, and the availability and flexibility to accommodate all of the clients needs and desires. We have maintained an unparalleled level of professionalism and positive customer feedback and our business is continuing to rapidly expand globally, with over fifty clients in the USA, Canada and Jamaica.

Project Title: Responsive Healthcare Projects66

Client Name: James Weber

Client Contact: 115 Old Short Hills Rd
#535 West Orange, NJ 07052
james@ashoestringproduction.com
P | 973.251.2094

Staff Lead: Nick Salas - President & Programmer Nickspages.com, Inc.

Timeline: 2013 - present

Number of Hours: 682+

Fee: \$20,000 +additional ongoing hourly fees for update / maintenance

Project Description: Development of 7 different health care professional WordPress Projects

Project Approach: Programming, configuration and development of responsive open source content management / WordPress

Project Outcome: Successfully created and implemented 7 custom WordPress design projects / sites

Project Link: www.sjfert.com

Project Title: MPN Realty Inc. Custom Corporate Responsive Apps

Client Name: Leigh Rubin

Client Contact: 239 Bainbridge Street
Philadelphia, PA 19147
leigh@rubincreative.com
P | 267.319.1683

Staff Lead: Nick Salas - President & Programmer Nickspages.com, Inc.

Timeline: 2013 - Present

Number of Hrs: 335+

Fee: \$10,000 +additional hourly fees for update /maintenance

Project Description: Custom responsive commercial real estate app

Project Approach: Programming, configuration, and development of MTS Software Solutions and MPN Realty, Inc's corporate responsive apps utilizing a custom responsive Drupal theme.

Project Outcome: Successfully created and implemented custom drupal web design with over 10 users

Project Link: www.mpnrealty.com

Client Name: Paul Brown

Client Contact: 132 W Plant St Ste 210
Winter Garden, FL 34787

paul@pbbrown.com
P | 480.586.0954

Project Title: Custom Responsive Drupal Theme

Staff Lead: Nick Salas - President & Programmer Nickspages.com, Inc.

Timeline: 2013 - Present

Number of Hrs: 266+

Fee: \$8,000+

Project Description: Custom responsive Drupal solution to emulate existing branding.

Project Link: www.pbbrown.com

Client Name: Paul Creighton

Client Contact: 5116 South Orange Ave

Orlando, FL 32809

paul@tskorman.com

P | 407.895.3000

Project Title: Custom Drupal Theme

Staff Lead: Nick Salas - President & Programmer Nickspages.com, Inc.

Timeline: 2013-Present

Number of Hrs: 65+

Fee: \$2,000

Project Description: Creation of custom responsive Drupal call to action landing page with matching eBlast.

Project Link: <http://landing.skorman.net>

Client Name: Robert Stunkel

Client Contact: bobstunkel@gmail.com

P | 561.715.7102

Project Title: Responsive Web Refurbishment

Staff Lead: Nick Salas - President & Programmer Nickspages.com, Inc.

Timeline: Winter 2014

Number of Hrs: 20+

Project Description: Responsification of existing 4 year old site.

Two independent websites developed for client: Commercial and Residential Real Estate, Securities etc.

Project Link: www.cip1031.com

Cost Proposal

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|--|------------------|
| Development and Design of Site | \$ 42,500 |
| Ongoing Maintenance and Support | \$ 5,000 |
| Travel Costs | \$ 5,000 |
| Marketing | \$ 2,500 |
| Photography Services | \$ 5,000 |
| Total Costs | \$ 60,000 |

* Quoted rates are based on a \$50 hourly rate.

References

Paul Brown

132 W Plant St Ste 210
Winter Garden, FL 34787
paul@pbbrown.com
P | 480.586.0954

Description of Services: Custom responsive Drupal solution to emulate existing branding.
www.pbbrow.com

Paul Creighton

5116 South Orange Ave
Orlando, FL 32809
paul@tskorman.com
P | 407.895.3000

Description of Services: Creation of custom responsive Drupal call to action landing page with matching eBlast.
http://landing.skorman.net

Leigh Rubin

239 Bainbridge Street
Philadelphia, PA 19147
leigh@rubincreative.com
P | 267.319.1683

Description of Services: Programming, configuration, and development of MTS Software Solutions and MPN Realty, Inc's corporate responsive apps. Custom commercial real estate utilizing responsive Drupal theme.
www.mpnrealty.com

Robert Stunkel

bobstunkel@gmail.com
P | 561.715.7102

Commercial Real Estate Sites mes.

Description of Services: Creation of responsive sites from existing WordPress configurations.
Two independent websites developed for client: Commercial and Residential Real Estate, Securities etc.
www.cip1031.com

James Weber

115 Old Short Hills Rd
#535 West Orange, NJ 07052
james@ashoestringproduction.com
P | 973.251.2094

Description of Services: Responsive Healthcare Projects. Over 7 responsive healthcare wordpress website projects launched and counting. (see nickspages.com for complete list).
www.sjfert.com